

# JULY CLEARANCE SALE

SALE BEGINS THURSDAY  
JULY 8th

Everything in Our Immense Stock Reduced  
10 to 50 per cent

SALE CLOSES THE LAST  
MINUTE OF JULY

LOOK FOR RED TAGS, THEY  
MEAN MONEY

All Summer Merchandise Must be Sold Regardless of Cost  
or Former Selling Price

RED TAGS INDICATE THE  
SALE PRICES

## THE SIGNIFICANCE OF THIS SALE

This sale is the semi-annual house Clearing Sale.  
It is the method by which this store keeps its stocks  
fresh, new and attractive.

It is an opportunity for people for miles around to  
supply themselves with all kinds of merchandise at almost  
their own price.

Space forbids telling all that's going to happen but  
you know enough about Lutz Clearance Sales to know  
you can't afford to stay away.

## Railroad Fare

Will NOT be allowed during this sale. Owing  
to the ridiculous price at which merchandise  
will sell we can't allow any discount for rail-  
road fare. You can afford to pay your own.

9 P. M.

is the closing hour for  
all merchants Satur-  
day.

5%

of all increase in sales  
this month goes to the  
employees' vacation  
fund.

## THIS IS A MONEY RAISING SALE

Everyone is urged to pay cash for what they buy  
during this sale.

Our charge customers are urged to pay up their  
accounts in full this month. A vigorous collection cam-  
paign will commence at once.

Five Buyers---more than ever before will leave for  
Chicago, New York and Boston this month and we need  
cash to buy our fall goods.

100 Ladies' Hats worth \$1  
to \$7.95 go in this sale at **\$1.00**

An open confession is good for the soul, but in this case  
it's hard on our pocket book---We are big losers on this lot of  
100 hats.

**Lutz D. G. Co.**  
GUTHRIE, OKLAHOMA

100 Ladies Hats Worth \$2.98,  
\$4.95 go in this sale at **50c**

This has been a backward season on millinery. We have a  
remendous loss to take and we will do it beginning July 8th.  
Come and see these 50c hats.

## Annual July Low Shoe Clearance

NO SHOES ON APPROVAL DURING THIS SALE.  
NO MONEY REFUNDED DURING THIS SALE.

Every pair low shoes in our Shoe department will be  
reduced from 10 per cent to 50 per cent during this sale.

	Reg. Price.	Sale Price.
037 WHITE CANVAS, LOW HEEL PUMP.....	\$3.50	\$2.45
055 GREY SUEDE, FOUR STRAP PUMP.....	3.50	1.95
058 GREY SUEDE, BUTTON OXFORD.....	3.50	1.95
070 BLACK SATIN, COLONIAL PUMP.....	4.00	2.85
0103 PATENT PUMP, COLORED QUARTER.....	5.00	3.45
0106 PAT. COLONIAL PUMP, TURN SOLE.....	5.00	3.45
0109 PATENT PUMP, SAND QUARTER.....	4.50	2.95
0115 PATENT COLONIAL, WELT PUMP.....	4.00	3.45
0117 PAT. BUTTON OXFORD, WELT SOLE.....	4.00	3.45
0122 PATENT COLONIAL, WELT SOLE.....	3.50	2.95
0126 PAT. BUTTON OXFORD, TURN SOLE.....	3.50	2.95
0127 PAT. BUTTON OXFORD, WELT SOLE.....	3.50	2.95
0165 MAT KID, TWO STRAP SLIPPER.....	3.00	2.35
0188 DULL KID PUMP, GREY QUARTER.....	5.50	3.45

## Mens Oxfords Reduced

MEN'S FLORSHEIM MADE OXFORDS 10 PER CT. OFF  
MEN'S BEACON MADE OXFORDS, 10 PER CT. OFF  
MEN'S ODD LOTS IN OXFORDS, 25 PER CT. OFF

## Child's Slippers Reduced

CHILDREN'S WHITE SLIPPERS, ALL SIZES..... \$1.00  
CHILDREN'S WHITE SHOES, MOST ALL SIZES..... 1.00  
CHILDREN'S TAN SLIPPERS, MOST ALL SIZES..... 1.00  
CHILDREN'S BLACK SLIPPERS REDUCED 10 PER CT.

Boys Low Shoes Reduced 25 percent

SHINOLA during this Sale **5c** Per Box

**FREE** Top or Bean Blower to every boy  
or girl that comes to our Shoe de-  
partment.

## Gloves and Parasols

\$1.50 16-BUTTON SILK GLOVES.....	75c
75c 16-BUTTON BLACK AND WHITE GLOVES.....	63c
50c CLASP LISLE GLOVES FOR.....	25c
50c 16-BUTTON CHAMOISETTE GLOVES.....	39c
\$10.00 AND \$15.00 FANCY PARASOLS.....	\$5.95
\$3.35 FANCY SILK PARASOLS.....	\$2.98
\$1.59 FANCY SILK PARASOLS.....	98c

## Men's Suits

\$25.00 HART, SHAFFNER AND MARX SUITS.....	\$17.50
\$20.00 BENCH TAILORED SUITS FOR.....	\$15.00
\$15.00 SERGES OR WORSTED SUITS FOR.....	\$11.25
\$12.50 MEN'S BLUE SERGE SUITS FOR.....	\$9.38
\$20.00 SUITS---ODD LOT, CHOICE.....	\$9.95
SPECIAL VALUE MEN'S RAIN COATS.....	\$4.95
ALL BOYS' CLOTHING.....	ONE FOURTH OFF

## Furnishings

ONE LOT MEN'S PANTS.....	HALF PRICE
ALL OTHER MEN'S PANTS.....	10 PER CENT OFF
\$1.00 PIN CHECKED WASH PANTS.....	89c
IMITATION PALM BEACH PANTS.....	89c
\$1.00 KHA K I PANTS FOR.....	69c
MEN'S STRAW HATS ALL.....	HALF PRICE
ALL MEN'S AND BOY'S CAPS.....	14 OFF
\$2.50 AND \$2.00 MEN'S SAMPLE HATS.....	95c
50c BOY'S HATS, BIG LOT.....	25c
75c AND 50c POCKET KNIVES FOR.....	25c
\$1.50 ARROW BRAND SHIRTS FOR.....	\$1.00
\$1.25 AND \$1.00 MEN'S SAMPLE SHIRTS.....	69c
EXTRA-VALUE MEN'S DRESS SHIRTS.....	39c
EXTRA SPECIAL BOY'S WAISTS.....	22c
BIG LOT SAMPLE WORK GLOVES.....	49c
EXTRA VALUE MEN'S WORK GLOVES.....	79c
50c SILK FOUR IN HAND TIES.....	25c
ALL MUNSUNG UNDERWEAR.....	14 OFF
BIG REDUCTION ON BATHING SUITS.....	89c
B. V. D. UNION SUITS FOR.....	68c
75c ATHLETIC UNION SUITS.....	45c
50c ATHLETIC UNION SUITS.....	45c
\$1.00 AND \$1.25 SMALL UNION SUITS.....	59c
50c BOY'S MESH UNION SUITS.....	33c
65c MEN'S MESH UNION SUITS.....	43c
50c CHEVIOT WORK SHIRTS FOR.....	39c
50c MEN'S SHIRTS AND DRAWERS.....	39c
25c MEN'S SHIRTS AND DRAWERS.....	19c
EXTRA VALUE SILK SOCKS, 3 PAIR.....	50c
10c MEN'S SOX, BLACK AND COLORS.....	7c
ODD LOT MEN'S SUSPENDERS FOR.....	10c

BIG REDUCTIONS ON ALL TRUNKS ALL HAND BAGS AT REDUCED PRICES REDUCED PRICES ON ALL SUIT CASES	
BIG LOT BOY'S WASH SUITS.....	HALF PRICE
35c MEN'S WORK HATS FOR.....	25c
THE NEW SPORT SHIRTS.....	REDUCED PRICE
59c MUSLIN NIGHT SHIRTS FOR.....	54c
\$1.00 MUSLIN NIGHT SHIRTS FOR.....	89c
\$1.25 MEN'S SUMMER PAJAMAS.....	89c
LARGE BANDANA HANDKERCHIEFS, 2 FOR.....	5c
25c SILK SHIELD TACK TIES, 2 FOR.....	25c
BIG LOT WASH SILK TIES, 2 FOR.....	25c

WATCH THE WINDOW DISPLAY.

## Second Floor

LADIES' \$15.00 TO \$20.00 SUITS GOING AT..... \$5.95  
ALL LADIES' SUITS UP TO \$39.50 GO AT..... \$10.00  
5 SUITS RESERVED

## Ladies' Coats

LESS THAN HALF  
ENTIRE STOCK AT \$5. AND \$7.95 FORMERLY WORTH TO \$25  
5 COATS RESERVED

## Silk Dresses

3 DRESSES RESERVED  
ENTIRE STOCK IN 3 LOTS, \$5, \$7.50 AND \$10, FORMERLY  
PRICED UP TO \$35.00

## White Dresses

3 DRESSES RESERVED  
ENTIRE STOCK IN 3 LOTS, \$5, \$9.95 AND \$15, FORMER  
VALUES TO \$29.50

## Voile and Linen Dresses

UP TO \$5.95 VOILE DRESSES GO NOW AT..... \$3.98  
UP TO \$9.95 VOILE AND LINEN DRESSES AT..... \$4.98  
UP TO \$10 VOILE AND LINEN DRESSES..... \$7.95  
UP TO \$15 VOILE AND LINEN DRESSES..... \$10

## Skirts

ALL WHITE SERGE SKIRTS..... HALF PRICE  
ALL SILK AND WOOL SKIRTS, VALUES TO \$15, NOW..... \$5  
ALL WOOL SKIRTS UP TO \$5.00 AT..... \$2.50  
50 OLD SKIRTS, VALUES TO \$10, NOW AT..... \$1

## All Kimonos at Half Price

ALL CHILDREN'S BETTER GINGHAM DRESSES AT HALF  
ALL \$1.48 CHILDREN'S GINGHAM DRESSES..... 98c  
ALL 98c CHILDREN'S GINGHAM DRESSES..... 75c  
ALL 59c CHILDREN'S GINGHAM DRESSES..... 39c  
ONE BIG TABLE LADIES' WAISTS AT HALF  
ONE FOURTH OFF ON ALL SILK PETTICOATS  
ALL \$1.98 FANCY SILK PETTICOATS..... \$1.00

## Corsets---Muslin Underwear All Corsets Reduced

ONE LOT G. D., \$1.00 AND \$1.50 CORSETS..... 69c  
LADIES' 50c BUNGALOW APRONS..... 25c  
ALL MUSLIN UNDERWEAR REDUCED  
ALL CHILDREN'S, 2 TO 6, COATS..... HALF PRICE  
ALL CHILDREN'S HATS AT..... HALF PRICE  
ALL GINGHAM, 2 TO 6, DRESSES REDUCED

## Millinery for a Song

100 HATS WILL SELL AT..... 50c  
100 HATS WILL SELL AT..... \$1.00  
CHILDREN'S HATS..... 10c, 25c AND 98c  
LADIES' \$12 AND \$15 HATS RESERVED AT..... \$5

## Piece Goods

ONE LOT DRESS WOOLENS..... HALF PRICE  
10 PER CENT REDUCTION ON ALL WOOLENS  
\$1.00 36-INCH SILK MESSALINE FOR..... 49c  
85c 24-INCH CHENEY FOULARDS FOR..... 49c  
\$2.98 40-INCH SILK TWINE CLOTH FOR..... 98c  
BIG REDUCTIONS ON THE ENTIRE SILK STOCK.  
ALL WASH GOODS REMNANTS..... HALF PRICE  
35c 38-INCH FANCY VOILES FOR..... 19c  
10c COBWEB CREPES FOR..... 7 1-2c  
40-INCH AWNING STRIPE VOILES..... 15c  
ONE LOT SOILED WHITE GOODS..... ONE THIRD OFF  
50c FANCY TURKISH TOWELS, EACH..... 39c  
\$2.98 ALL LINEN, 22-INCH NAPKINS FOR..... \$1.98  
50c SHARPSKIN SKIRTINGS FOR..... 25c  
ALL STAPLE REMNANTS FOR..... HALF PRICE  
25c KINDERGARTEN CLOTH FOR..... 17c  
15c 32-INCH ANDERSON GINGHAM..... 12 1-2c  
12 1-2c TOILE DE NORDE GINGHAM..... 10c  
25c SHIRTING MADRAS, STRIPES..... 12 1-2c  
ALL DRAPERY REMNANTS..... HALF PRICE  
20 PER CENT DISCOUNT ON LACE CURTAINS  
ALL HAMMOCKS AT SPECIAL REDUCTION

## Every Item Reduced

## Hosiery, Notions, Toilet, Goods and Laces

H-300 GORDON SILK HOSE FOR..... 90c  
EXTRA VALUE SILK BOOT HOSE..... 23c  
25c TIGHT KNEE UNION SUITS..... 19c  
75c LADIES' OPEN MESH UNION SUITS..... 35c  
LOT \$1.25 AND \$1.50 MUNSUNG SUITS..... 69c  
7 1-2c LADIES' GAUZE VESTS FOR..... 5c  
2 HAIR NETS, WITH ELASTIC, FOR..... 5c  
5c HAIR PIN CABINETS, FOR..... 3c  
3 CARDS SAFETY PINS FOR..... 5c  
8-INCH NICKLE PLATED SCISSORS..... 19c  
EXTRA VALUE DRESS SHIELDS, A PAIR..... 10c  
FANCY BUTTONS, WORTH TO 59c A DOZEN..... 10c  
25c COLGATE'S TOILET PREPARATIONS..... 20c  
25c SANITOL TOILET PREPARATIONS..... 19c  
50c MADAME ISABELLE'S PREPARATIONS..... 33c  
3 CAKES PEARS' UNSCENTED SOAP..... 33c  
\$1.00 AND \$1.25 LEATHER HAND BAGS..... 79c  
15c FANCY WASH TAFFETA RIBBONS..... 10c  
FANCY RIBBONS WORTH TO 35c A YARD..... 19c  
50c AND 69c LADIES' COLLARS..... 39c  
ALL SILK SHADOW LACES..... HALF PRICE  
\$3.50 KOLLAPSS DRESS FORMS..... \$2.98